

Introduced by Senator Price

February 18, 2010

An act to add and repeal Section 13995.95 of the Government Code, relating to economic development.

LEGISLATIVE COUNSEL'S DIGEST

SB 1175, as introduced, Price. California Travel and Tourism Commission: trade promotion.

Existing law, the California Tourism Marketing Act, provides for the creation of a nonprofit mutual benefit corporation named the California Travel and Tourism Commission for the purpose of increasing the number of persons traveling to and within California.

This bill would authorize the commission, at its own discretion, to conduct a review of its principal mission and core competencies in order to determine if the commission should include trade promotion in its strategic marketing plan or other future plans of the commission, as specified. The bill would require the commission to report its findings to the Legislature no later than December 31, 2013, if it elects to conduct this review. The bill would repeal its provisions on January 1, 2014.

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

- 1 SECTION 1. The Legislature finds and declares all of the
- 2 following:
- 3 (a) California is the world's eighth largest economy and employs
- 4 approximately 14 million people, which underscores why the
- 5 ability of California businesses in all industries to successfully

1 compete, market, and trade nationwide and worldwide is of
2 paramount concern to the success of California's economic future.

3 (b) A unified business and trade marketing effort to promote
4 California businesses, ports, and trade infrastructure, and to
5 promote California as a business location both domestically and
6 worldwide may boost economic development and opportunities
7 for Californians.

8 (c) Because more than 23 percent of all private sector jobs in
9 the United States are in the trade, transportation, and utilities
10 industries, and three of the nation's five largest container ports are
11 located in California, there is a tremendous amount of interstate
12 and foreign trade that can help grow the state economy.

13 SEC. 2. Section 13995.95 is added to the Government Code,
14 to read:

15 13995.95. (a) In addition to the purposes specified in Section
16 13995.41, the commission may, at its own discretion, conduct a
17 review of its principal mission and core competencies in order to
18 determine if the commission should include trade promotion in its
19 strategic marketing plan or any other future plans of the
20 commission. For purposes of this section, "trade promotion"
21 includes, but is not limited to, the promotion of interstate and
22 foreign trade with California businesses, the use of California's
23 ports, and the export of California products.

24 (b) If the commission elects to conduct the review authorized
25 by this section, it shall present its findings to the Legislature no
26 later than December 31, 2013.

27 (c) This section shall remain in effect only until January 1, 2014,
28 and as of that date is repealed, unless a later enacted statute, that
29 is enacted before January 1, 2014, deletes or extends that date.